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Prime Media Holdings, Inc. PRIM

**PSE Disclosure Form 17-7 - Statement of Changes in Beneficial
Ownership of Securities**
*References: SRC Rule 23 and
Section 17.5 of the Revised Disclosure Rules*

Name of Reporting Person	ROLANDO S. SANTOS
Relationship of Reporting Person to Issuer	DIRECTOR/ TREASURER

Description of the Disclosure
PLEASE SEE ATTACHED SEC FORM 23B

Filed on behalf by:

Name	Maila Lourdes De Castro
Designation	Corporate Secretary, Compliance Officer and Data Privacy Officer

COVER SHEET

2 2 4 0 1

S.E.C. Registration Number

P R I M E M E D I A H O L D I N G S , I N C .
 (f o r m e r l y F i r s t e - B a n k C o r p .)

(Company's Full Name)

1	6	t	h	F	i	o	r	B	D	O	T	o	w	e	r	s					
V	a	l	e	r	o	8	7	4	1	P	a	s	e	o	d	e	R	o	x	a	s
M	a	k	a	t	i	C	i	t	y												

(Business Address: No. Street/City/Province)

MAILA G. DE CASTRO

8831-4479

Contact Person

Company Telephone Number

1 2 3 1
 Month Day
 Fiscal Year

SEC FORM 23-B
 (Mr. Rolando S. Santos)
 FORM TYPE

0 5
 Month Day
 Annual Meeting

N/A
 Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section
 Total Amount of Borrowings

Total No. of Stockholders

nil Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number
 Document I.D.

LCU

Cashier

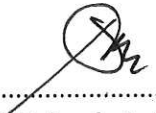
STAMPS

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., warrants, options, convertible securities)

1. Derivative Security	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Yr)	4. Number of Derivative Securities Acquired (A) or Disposed of (D)		5. Date Exercisable and Expiration Date (Month/Day/Year)		6. Title and Amount of Underlying Securities		7. Price of Derivative Security	8. No. of Derivative Securities Beneficially Owned at End of Month	9. Ownership Form of Derivative Security; Direct (D) or Indirect (I) *	10. Nature of Indirect Beneficial Ownership
			Amount	(A) or (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this Report is true, complete and accurate. This report is signed in the City of Makati on 22 March 2021.

By: 

Rolando S. Santos
Director/ Treasurer
 (Signature of Reporting Person)